

Promoting the widespread dissemination of information that serves to inform and educate can only come from a diverse multiplicity of sources, that is in the best interests of the public. Ownership restrictions will ensure that the public will have viewpoints from a variety of information sources. In the event of repealing or modifying FCC restrictions on Broadcast media ownership, the public interest will not be served. Competition in the mass media market must be encouraged by the Commission as that serves in the best interests of the public, relaxing or repealing rules could lead the mass media broadcast companies into consolidating programming into a generalized broadcast platform eliminating diversity of information to the general public, that does not serve in the best interests of the public. The public could also see the merging of giant mass media networks that would effectively limit diverse information dissemination to the public from a larger variety of sources. Competition would be eliminated as the few large networks became even bigger through consolidation and further expansion of thier networks. That will not serve in the best interests of the public. Viewpoint diversity should continue to be a primary policy goal of the Commission by allowing the development of smaller independent networks that serve to further competition, expand viewpoint diversity, educate and serve in the best interests of the communities they provide service to. If competition were really encouraged the public would have seen the number of broadcast networks grow substantially more than 68% in the last twenty-two years, the number of national broadcast networks only growing from 3 networks to 7 networks in twenty-two years is appalling considering the technological advancements of the past twenty-two years. That is certainly not serving in the best interests of the public. A competition analysis would serve in the best interests of the public as the market alone will not advance competition without regulatory requirements. The few large mass media companies will just grow bigger, stifling inovations and limiting the access to diverse viewpoints for the public and charging excessively for it. Americans are increasingly paying for alternative choices for information as we are faced with the limited number of "traditional" sources that have not provided the diverse viewpoints that further educate and inform the general public. I suggest that you consider diverse ownership one of many goals in this proceeding. The commission should look to the smaller independent broadcast companies for what will serve in the best interests of the public as that is where the innovation and diversity of viewpoint, they will provide the answers to the many questions of local and national areas of concern.